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'SALADA TEA'

Looking Forward

Never in the history of the country have the actions and policies of an incoming government been subjected to such close scrutiny as will be the decisions and doings of the new Mackenzie King, Liberal regime, which was returned to power with such overwhelming support from all parts of the country on October 14.

The reason for this assertion is not far to seek. Canada is apparently just emerging from a prolonged period of agricultural and world-rooted economic depression. During this period pocket books have been hard hit. Much misery has prevailed as the standard of living for a very large percentage of the population steadily declined. The cost of operation of all governments, federal, provincial and municipal have necessarily mounted to meet the demands for assistance from all classes of citizens, bringing in its train increased taxation at a time when people could ill afford it. Some of the expenditure has been met as it was incurred. Much of it has been pushed ahead for future liquidation.

As a result, all governmental units are faced with the difficult problem of operating economically so as not to bear down harder than necessary on individual resources and at the same time maintain a growing list of public services which the people have become accustomed to expect, and these conditions the governments are expected to cope with while an accumulation of indebtedness is being paid off. It looks like a herculean task.

The fact that a large proportion of the population has felt in varying degrees the intensity of the six depression years has in itself stimulated a much greater interest in the affairs of the country, the province and the municipality than the people evinced in years of comparative plenty.

In good times the citizens are prone to take but a cursory interest in their own public affairs and usually only just around election time, but when times are hard and unfortunate conditions strike right into the home, people bestir themselves and become vociferous. And that is exactly what happened on October 14 and for many months prior to that date.

And now that the people have spoken their mind quite definitely it is safe to assume that, for a time at least, they will follow up their decision, by continuing to take a keen and watchful interest in what their representatives at Ottawa do. The interest so recently stimulated is not likely to be immediately extinguished now that the die is cast, and one of the reasons for this is the fact that even if the so-called prosperity curtain has been turned, there is still a long climb ahead before the peak is reached.

For some time to come the upward struggle will be difficult. The road will be rocky in places and thorned bushes line the path. The inevitable temporary setbacks will be experienced and doubtless there will be some who will become impatient.

Whatever measures the new federal government may have in mind to smooth the highway and make the journey easier must await the necessary preliminary discussions and decisions and subsequent announcements and they must be put into operation before a final verdict as to their effectiveness can be pronounced.

It must be borne in mind that it took several years after the big avalanche of the fall of 1929 before the floor of the depression valley was reached. It is only reasonable to suppose that it will take as long, perhaps longer, to reach the summit as it required to touch bottom. Past experience has taught this lesson for those whose memories are long enough.

Canada, however, has come through this trying period in better condition than many other less fortunate nations. She has preserved her democratic institutions. The fortitude and courage of her people have proved a bulwark during the difficult period. Her financial integrity and credit have been preserved unimpaired. Her people have not starved nor frozen. Materially, she has not sustained such severe shocks as have been the lot of citizens of many of the other countries of the world.

With these assets to sustain the people in their progress towards recovery, plus such assistance as a stable government is able to give within its limitations, Canadians have every reason to look forward with hope towards the future.

And stable government, too, will be able to play an important role in the forward march of the other countries of the world. It is true there are many who are disappointed that the political party of their choice was not successful at the polls on October 14, but even they will join the majority in expressing approval that the winning party was returned to office in sufficient strength to ensure a government that will be unhampered by the necessity of temporizing at a time when stability and a straightforward course is essential if a maximum of progress is to be enjoyed.

Even so, all eyes will be turned on Ottawa during the next few months.

Winter Food For Bees

To pack bees away for winter without an adequate food supply is to court disaster. This year the bees say the Dominion Apiarist, to find living colonies with a surplus of food in the spring, than to discover them dead or depleted through starvation.

A ram was sold recently in Sydney, Australia, for the world-record price of \$2,985.

England is going back to the land under scientific protection.

Spain lists its population from the United States at 1,012.

Making Home In Surrey

The Duke of Gloucester and his bride-to-be, Lady Alice Scott, will make their first home at Camberley, Surrey, 35 miles from London. The Duke is a major in the Hussars and was nominated to the Staff College at Camberley by the War Office which it is expected the Duke will join the college next January.

Although a sea lion can consistently eat 20 pounds of fish a day, it can also endure long fasts, living entirely on its reserve fat.

Lincoln, England, has just opened its 1,000th municipal house.

Diamond Mines In Canada

American Geologist Believes There Is Hidden Wealth In This Country

A geologist and an industrial diamond expert voiced the belief that beneath the soil of Canada lie diamond fields far richer than those of South Africa.

Professor A. S. Furcor, of Western Reserve University, and D. W. Carter, head of a diamond tool company, agreed that authenticated diamond discoveries in the United States support the Canadian theory.

They said the glaciers of thousands of years ago carried to this country many precious stones together with millions of tons of Canadian rocks and minerals.

Carter asserted he subscribes to a theory that northern Canada was a jungle before nature began forming gems in South Africa. "Therefore," he added, "Canada would contain far greater deposits of riches than the comparatively new dark continent."

POULTRY RAISER CONQUERS "ROUP"

Praises Minard's Lintiment As Remedy For Roup or Bronchitis

Read in this letter from G. Minville, P. O. Box 100, St. John's, N.B., how he checked Roup (Bronchitis) in his flock of chickens. "After trying other remedies and obtaining no result whatever," writes Minville, "I tried Minard's Lintiment. It was a great success. It cured the Roup in all six flocks of the longest and some times more, depending on the birds. I am positive it helped me out a lot. Minard's Lintiment is a tried and proven remedy for Roup, Bronchitis, and all diseases, as well as for Brucellosis and Rheumatism. It is sold by all druggists."

Weathered Rough Gales

Fifty-Foot Yacht Makes Safe Voyage Across The Pacific

Three months out from Yokohama, with auxiliary engines disabled three days after departure, the 50-foot schooner-rigged yacht Ronanac arrived at Victoria after weathering almost continuous head gales across the Pacific.

The yacht was skippered by Captain Ernest Green, former master of the Canadian Pacific liner Empress of Asia, and carried a crew of two, the skipper's 18-year-old son, Philip, an engineer, and John Hunter, former Victorian, able seaman.

"I've spent 40 years at sea, part of that time on old square-riggers, but these waves seemed like huge mountains with the snow coming," said Captain Green, telling of the worst blow on Sept. 21.

"The Ronanac rode them beam on with harem poles, taking them in beautiful fashion and shipping no water. But when I saw the waves coming that must have been 50 feet high, I truly thought we were done for and uttered a prayer. But we made it. Then we put on two big bags out the fore rigging and the other at the main. And the effect was instantaneous; the seas calmed and we breathed easier."

"The Ronanac is as safe as an Empress, though it may not be as comfortable. The French government thinks so well of it that French officials in Indo-China asked the builders for specifications. With more power this type of craft would be ideal for service in those waters."

Captain Green chose an old-time sailing ship track over 40 north latitude and sighted only one craft, a Japanese vessel, on the trip from the Yokohama breakwater.

The voyage was the culmination of a lifetime ambition of a seadog who retired last year and who made the crossing many times as master of the 17,000-ton Empress of Asia until he reached the retirement age.

Population Of World

Estimated It Will Be Six Billion By The Year 2100

It has been estimated that if the present rate of increase continues the world will have no fewer than 6,000,000,000 people to feed, clothe and house by the year 2100—less than twenty years in the future. The number mentioned is regarded as about as many as the old earth can comfortably cater for unless its soil is taught to yield more bountiful crops than it does at present. To-day the world's population is only about 1,500,000,000.

Dusiless Auto Plates

German traffic police are testing a new license plate for motor cars with numbers which cannot be covered up by dust. The number is cut out of the plate in such a manner that the dirt flies through the openings of the figure.

Another myth in smithereens: Nero didn't fiddle while Rome burned for the simple reason that that city's conflagration came in 64 A.D. and the violin wasn't invented till many years after.

South Rhodesia will establish an air force reserve. 2122

New Engineering Marvel

Installed The Longest Escalators In The World

After five years burrowing and boring and propping, encasing, and otherwise safeguarding numerous overhead public services, the London Transport Board, as successors to the tube authorities, were able to open recently the new Leicester-Square Station. In many ways the achievement is an engineering marvel. Many difficulties had to be encountered which were unexpected. The work was carried on in a confined area underneath the busy traffic junction of Cranbourne-street and Charing Cross-road. Through one moderate-sized hole in the roadway thousands of tons of materials had to pass. The contractors used a million bricks, 7,000 tons of cement, and 1,350 tons of steel, and they excavated 34,000 cubic yards of clay. A circular book-keeping hall, with shops and showcases like those at Piccadilly, all artistically treated and with soft diffused lights, is a handsome feature of the building. There are five stairway entrances from the street, and three of the escalators are 161 feet long—the longest in the world—and capable of a speed of 180 feet per minute.

Water Fowl Coming Back

Drought stricken areas of Southern Alberta where bird life disappeared a few years ago because of lack of food and water are being revisited by water fowl. On a lake at Trux nine blue heron were recently observed; also golden plover and the rare palmated species.

A portable sanitary drinking fountain holding several gallons of water has been invented for outdoor workers, water being pumped through a spout so guarded that a man's lips cannot touch it.

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RELIEVES COLDS WITHOUT "DOSING"

BANISH RHEUMATISM

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Take PHOSFERINE. Thousands endorse this great British tonic for the quick, sure way it ends rheumatic aches and stiffness, and soothes the nerves. PHOSFERINE builds you up. Gives you new energy. Helps you to sleep like a log. Start with PHOSFERINE now—just a few tiny, economical drops each day. FOR

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THE GREAT BRITISH TONIC
At Your Drug Store—in Liquid or Tablet Form at the following reduced prices:
3 Sizes—50¢ \$1.00—\$4.50
The \$1.00 size is nearly four times the 50¢ size and the \$4.50 size is twice the \$1.00 size.

Latex Fabrics Useful

Has Lately Been Used Extensively For Women's Garments

Latex fabrics have played an increasingly important role during the past few years and promise to be popular materials for fall and winter wear.

Being impervious to water, Latex made invaluable bathing suits for the summer, and likewise will go into the smart ensembles for shooting, golf, skiing and skating. Special tweeds woven with Latex have been used for these sport suits with specially reinforced bands at the wrists and ankles of ski suits to keep out the snow. There are leather sking gauntlets which fit closely at the wrist with jersey Latex bands.

Latex has been used extensively for women's underwear in tulle and laces as well as jersey. These garments have all the advantages of the strongest elastics without any of the disadvantages of old-fashioned corsets and girdles. Lightweight materials control the curves and can be laundered easily without losing any of their qualities. For large women, girdles and corsets are made of Latex combined with a satin which has been reinforced by Latex to keep the figure firm.

This same wonderful material is used in attractive weaves by upholsterers who have discovered that it is particularly practical for spring seats which were formerly covered by loosely cut plain fabrics to give play to the springs.

Horseshoe Pitching

Americans Discard All Else To Play Barnyard Golf

Horseshoe pitching, better known as barnyard golf, is becoming almost as popular as bridge around Boston, Mass. Vacant lots have been turned into playing fields and short tracts of land adjacent homes have been given over to the game, where the clanging of the irons is heard for hours at a time.

Women are becoming fascinated and many leagues have been formed, teams vying for honors with a competitive spirit that is almost amazing.

Dr. H. W. Edwards, of the University of California, has developed a "panacea" mirror, which reflects all colors alike. The new device is said to be 98 per cent. efficient.

Grain Export Heavy

A heavy movement of grain for export continues at Montreal. In the first week of October 2,700,000 bushels were loaded and at the beginning of the second week another million bushels were ready to go. At the same time 23 lake vessels were in port with cargoes totalling 1,500,000 bushels.

Any weight you may lose by excessive perspiration is shortly restored to your body when you drink water, tea, coffee, etc.

A Law Every Mother Should Know and Observe

Never Give Your Child An Unknown Remedy without Asking Your Doctor First



According to any doctor you ask, the only safe way is never to give your child a remedy you don't know all about, without asking him first.

When it comes to "milk of magnesia," that you know everywhere, for over 60 years, doctors have said "PHILLIPS' Milk of Magnesia for your child."

So—always say Phillips' when you buy. And, for your own peace of mind, see that your child gets this, the finest men know. Made in Canada.



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FOR COUGHS Colds, Bronchitis Mathieu's Syrup

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BAKE WITH MAGIC and be sure of good cake! This dependable baking powder is used and recommended by Canada's leading cookery experts because it gives better results. Order a tin today!

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PURITY FLOUR

Best for all your Baking

Land Utilization

Economic Phases Of The Prairie Farm Rehabilitation Programme

A comprehensive study of land utilization in Saskatchewan and Alberta is being conducted as a part of the Prairie Farm Rehabilitation programme inaugurated by the Dominion government. The economic branch of the Dominion Department of Agriculture is responsible for the project which is being carried on in Saskatchewan in co-operation with the Department of Farm Management of the University of Saskatchewan. In Alberta, the Provincial Department of Agriculture is actively assisting in the study.

Joseph Coke, chief of the Farm Management Division and assistant commissioner who is supervising the Dominion government's participation in this undertaking, has just returned to Ottawa, and reports that field work for this year is already com-

pleted. Detailed information has been secured from 850 farmers in seven municipalities in south western Saskatchewan, including such points as Chaplin, Coderre, Shamrock, Gravelbourg, LaPlante, Wood Mountain and Oxbow. In Alberta the area surveyed is in the south central part of the province and surrounds Vulcan, Lomond, Wheat Centre, Retlaw, Barons, Carmanagay and Champion. Five hundred and thirty-four farmers in this district have co-operated in this study. In addition to data obtained from farms still in operation considerable information has been secured regarding abandoned farms and municipal records are being used to provide data on municipal receipts, expenditures, tax arrears and assessments of farm properties.

In carrying on this project, economic analysis is being related to the soil survey which has been carried on in these provinces in previous years. Data are being secured on size of holdings, land tenure, crop yields and live stock production, farm receipts and expenses, cropping practices, live stock carrying capacity, indebtedness, operator's history, settlement of the area and farm abandonment. When these data have been analysed the information obtained should be a guide to the future policy of utilization of land in these areas.

This study is the first of its kind to be carried on in Canada and it is anticipated that other areas will be included next year. Information regarding the economic returns on farms located on different soil types is essential to an appraisal of the efficiency of methods and practices adopted by farmers and the possibility of obtaining a satisfactory living from farms located in such areas, together with the practices which might enable the farmer to return to farm such lands. As yet, no conclusion can safely be drawn from observations made. It is recognized too, that any policy which might arise as a result of such studies would largely be put into effect by provincial governments, but before any policy is possible, facts regarding the situation are essential. The study is to provide such information.

In Saskatchewan, the work is being directed by Dr. W. Allen of the Department of Farm Management, University of Saskatchewan while in Alberta, G. H. Craig of the Economics Branch, Dominion Department of Agriculture is in charge.

Inventor Of Concrete

Man Who Revolutionized Building Trade Is In Want

Joseph Hall, who 70 years ago revolutionized the building trade by inventing reinforced concrete, is living in a tiny cottage at Coggeshall, England, and fears he will finally lie in a pauper's grave. He was 14 when he patented his invention as "a method of reinforcing concrete in order to render it suitable for building." He patented more than a score of other inventions covering the whole field of concrete construction. Hall was 15 when he put up the first concrete buildings, and two years later Napoleon III. commissioned him to build a block of 40 flats in Paris. At 21 he was worth \$150,000. With the backing of a company to run the business things began to go wrong. Before he was 25 money and position had gone.

Women in southern France voted as early as the 14th century. The revolution abolished woman suffrage in that country.

Beefsteak Of The Sea

Latest Tasty Fish Dish Formerly Said Unfit To Eat

Swordfish, to-day the "beefsteak of the sea," was spurned as a member of the shark family and unfit to eat only a half century ago.

Now the industry grows more than 500 men employment on 50 vessels during the four-month period from June to September. The other eight months of the year the fish are missing from New England waters, and intensive research has yet to disclose their hiding place.

The port at Boston, Mass., receives 10,000 to 15,000 of the big fish yearly, but the demand is sufficient to induce Japanese fishermen in far-off Oriental waters to freeze their catches and send them in refrigerated ships to the Boston and New York markets.

The all-time record for Boston port was 20,754 fish caught during 1922. The average weight of a swordfish is 200 to 250 pounds, though in New England waters they sometimes run to 600 or even 800 pounds.

Although the industry is fraught with danger and thrills, death seldom comes to fishermen in quest of swordfish. Narrow escapes are common.

Each year punctured dories testify to the fury of the fish. Even sturdy schooners with heavy oak planking are not immune. The swords have been known to penetrate the hulls into the forecabin and bury themselves in the mattresses of the nearest bunks.

One fisherman was in his dory, cutting the warp as he hauled in a big swordfish, when the fish suddenly went wild and dived for the dory. The sword punctured the upper gunnel and stabbed the fisherman's chin, pinning his jaws together.

Memories of the "sleight rides" of whaling days are revived, for a harpooned fish has been known to tow a dory at high speed for several miles.

Local fishermen spin many yarns of the courage of swordfish. Captain Aubrey Hawes, out of Gloucester, tells of seeing a swordfish turn on a man-eating shark and spear him seven times before his opponent could retreat.

Another thrilling fight was witnessed off Georges Banks when a trio of swordfish attacked a threshing whale. The whale leaped high in the air as they plunged at it from beneath. As the big body fell back in the water, three blade-like swords punctured its blubber.

The fight raged for half an hour while the whale thrashed about till the sea was like a boiling cauldron. It ended with the death of the whale.

Strange Names

Guide For Pronouncing Names Of Places In Ethiopia

"Aksum," "Jijiga," and "Harar" may only be strange names on the was-dried front pages to most people, but they're putting furrows in the foreheads and new twists in the tongues of the pronunciation experts.

The difficulty, officials of the United States government's division of geographical names explained in transliterating the strange characters of Ethiopia's Amharic language into the English alphabet.

Records with which they are working, however, gave these pronunciations for the better-known names of cities figuring in the war news:

Addis Ababa, pronounced Ah-dah-hay-ba, with the accent distinctly on the first syllable of both words. "Ababa" should sound almost as if it were spelled "Awawa."

Aksum: Ah-ssum, accent on the first syllable.

Adigrat: Ah-di-grat, accent on the last syllable.

Aduwa: Add-a-wa accent on the first syllable.

Ammara: Ah-mar-a, accent on second syllable.

Diredawa: Dire-daw-a, accent on the second syllable.

Djibouti: Jay-hoot-e. The common English usage is to accent the second syllable, while the French accent is on the last syllable, Jay-hoot-e.

Harar: Ha-ar, accent on first syllable and similar in pronunciation to "horror."

Jijiga: Jee-jig-a, accent on the second syllable.

Makale: Mock-a-le, accent on first syllable.

Ogaden: Og-ah-den, accent on second syllable.

Webbe Shibeli: Wah-be, accent on first syllable. Shy-beti, accent on second syllable.

Lions For Rome Zoo

The Rome zoological garden will be among the first to reap the fruits of Italy's war of conquest in Ethiopia. Two small lion cubs were found by Italian soldiers who captured Adduwa and have been shipped to Rome.

Don't Guess But Know

Whether the "Pain" Remedy You Use is SAFE?

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations

THE person to ask whether the preparation you or your family are using for the relief of headache is SAFE to use regularly is your family doctor. Ask him particularly about "ASPIRIN."

He will tell you that before the discovery of "Aspirin," most "pain" remedies were advised against by physicians as bad for the stomach and, often, for the heart. Which is food for thought if you seek quick, safe relief.

Scientists rate "Aspirin" among the fastest methods yet discovered for the relief of headaches and the pains of rheumatism, neuritis and neuralgia. And the experience of millions of users has proved it safe for the average person to use regularly. In your own interest remember this.

"Aspirin" Tablets are made in Canada. "Aspirin" is the registered trademark of the Bayer Company, Limited. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get "ASPIRIN"

Care Of Children

Lectures To Be Given In New York To Educate Mothers

An institute to debunk the ancient myth that all mothers are good mothers was founded in New York with plans to promote its idea by lectures and clinics. The institute's program was outlined by Bernard Deutsch, president of the New York board of children.

"Every walk in life, to be truly successful, needs long and weary training," he said. "Why except motherhood? Let us debunk the ancient myth once and for all. There are good mothers, bad mothers, indifferent mothers, diligent mothers, intelligent mothers, and ignorant mothers." By instructing the mother in proper care of children, the institute is to attempt improving the motherhood "ability" of its pupils.

Rabbits provide the fur for eighty-six different kinds of fur coats, including French coats.

Rhoderia will establish a mining school, with practical work in a gold mine.

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This offer is made to celebrate the selection of Quaker Oats as the cereal for the Dionne Quintuplets, even before their first birthday. You will love this souvenir. A beautiful design in lifetime Chromium, 6" in diameter, useful for serving many things. Send now to address above.

Quick Quaker Oats
selected by experts as the cereal for the Dionne Quintuplets

Rise In Diamond Prices

Increase To Release More Stones For The World Market

London's diamond kings, controllers of the world's supply, are to release for sale more uncut stones within a short time than were sold throughout the whole of the last year.

So convinced are they in England that the world has recovered enough to indulge once more in luxuries that prices are being advanced 7½ per cent, and there is confidence that all stones offered will be sold.

Altogether stones worth more than \$15,000,000 will be offered to selected buyers from all parts of the world within two months. The Diamond Corporation, which has accumulated \$45,000,000 worth of stones during the years of depression, has been allocated a quota in the sale. Invitations already have been dispatched to representative brokers in Amsterdam, Antwerp, Vienna, Paris, Bombay and New York.

The central selling agency of the diamond groups is in a four-story building off Holborn. Every foreign buyer is shown into a walnut-paneled room. He is accompanied by a representative of the sellers. On a square of plain white paper on a ledge under the window is poured a little heap of graded, uncut stones. It represents a fortune.

The buyer examines the stones, makes his choice, pays his price, and departs with a tiny package as casually as if he had purchased a bag of nuts.

Biggest buyers are expected to be New York and India. U.S. jewellers' stocks are believed to be lowest since the depression. India's demand is based on "dehoarding" of gold by the princes.

Little Help For This Week

Love is of God, and every one that loveth is born of God and knoweth God. I John 4:7.

Forbearing one another and forgiving one another. Colossians 3:13.

Oh, might we all our lineage prove. Give and forgive, do good and love.

By soft endearments, in kind strife, Lightening the daily load of life.

We may if we choose make the world of us another. Every one has his faults, every one his weak points, and we may fix our attention constantly on these. But we may also make the best of one another. We may forgive even as we hope to be forgiven. We may put ourselves in the place of others and ask ourselves what we would wish to be done to us: were we in their place. By loving whatever is lovable in those around us, love will flow back from them to us and life will be a pleasure indeed instead of a pain. Earth will become like heaven and we shall not be unworthy followers of Him whose name is Love.

Four Million Books

British Museum Shelves Increase By A Mile A Year

The compiling of the British Museum catalogue must be one of the longest jobs in the world.

There are now 24 volumes of it on the shelves, and they only go as far as subjects with names beginning "Barth".

Every book possessed by the Museum, estimated to be about 4,000,000, will be in this catalogue. They say the whole thing will certainly run to 230 volumes, probably more. An additional staff of about twenty is engaged on the work, including a group of women who are temporarily on the Museum establishment. There are, I believe, no women at all on its regular staff.

No one can say to a year or so when this colossal index will be finished. One estimate is that the whole job will take 25 years. I have heard that the British Museum shelves increase by a mile a year. New books keep on arriving at the rate of 30,000 a month.—London Daily Mail.

Used Ice Exhibit

The only thing Johnny Crossland, in grade 7, could talk about was horses when members of his class in a Winnipeg school had to make speeches. And he couldn't give a proper speech without a live exhibit. So into the classroom walked Johnny leading a white pony, with a saddle 'n' everything. He made a good speech, too.

With oversized casters, a bed footboard has been converted into a bicycle in Portrush, England.

Air-conditioning is making rapid progress in Argentina.

Use ROYAL YEAST CAKES to make these wholesome breads



For even-tured bread like this, follow the recipe on page 8 of the Royal Yeast Cake Book.



Children love Streisand Cake and Sandwich Rolls! Recipes on pages 8 and 12 of Royal Yeast Cake Book.



You'll please the whole family with this delicious Form Cake. Recipe on page 15 of Royal Yeast Cake Book.

YOU can be sure of successful baking when you use Royal Yeast Cakes. They keep fresh for months. No matter when you use them, you can count on full leavening power. That's because they come individually sealed in airtight wrappers. Order a package from your grocer.



Two Helpful Booklets... FREE! The "Royal Yeast Cake Book" tells all about the art of breadmaking and gives tested recipes. "The Royal Yeast Cake Book" is a regular view of the Royal Yeast Cakes as a food will improve your health. BUY MADE IN CANADA GOODS

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THAT SOOTHES NERVES ENRICHES BLOOD BUILDS VIGOR

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GREATER ECONOMY

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FORCE OF HABIT

What would you do if you won a big sweepstake? Would you throw your hat up in the air and let out a big whoop? Or pinch yourself? Or arrange a big party and celebrate. The chances are that you would go doing what you were doing before. The other day the wife of a gas station operator was frying bacon for dinner when she was notified she had won a sweepstake. What did she do? She went on frying bacon, watching it carefully to see that it did not burn.

It takes time to adjust oneself to a big shock. And in the meantime habit carries off along. During a recent sweepstake a street cleaner in a certain city was a week when the tremors began. He was observed to continue working and shoveling while he watched in amazement at the rocking buildings and trembling pavement. The shock was so great that it left him unconsciously going on with things habit had made automatic. In the east a man who ran a small shop became rich overnight. The next morning he went to work as usual, saying he didn't know anything else to do to have

more fun. The habits of a life time won't change overnight even for vast sums of money.

A sudden change in the way a person lives is as difficult as a sudden change in direction by a speeding automobile. The centrifugal force of habit persists. The great majority of us, under the sudden shock of altered conditions, would show up the same characteristic as a feed store driver who had never taken a day off in fifty years. He was given a week's vacation and spent the time loafing around the store.

Town & District

Every Day will be on Saturday and the Girl Guides under their leaders, Mrs. Shaw and Mrs. Phillips will be selling them.

During the past week the boys have been enjoying themselves skating on M. Bollinger's slough. The boys state the ice is over a foot thick.

The First Gleichen Ranger Company wish to thank all those who in any way helped to make their play a success.

The hockey club dance billed for last Friday was postponed on account of the bad condition of the roads and weather. When the dance was cancelled the Rangers engaged the hall and put on their postponed play Second-Story Peggy.

Since the snowstorm of last week butters and sleighs have come to the fore as a means of "navigating" the highways. Those people who are located along the main highway are fortunate as they are the only ones who have been able to use their cars. The government's snow plough went over the highway and made it passable for cars.

The Gleichen Branch of the Canadian Legion will hold their annual dance next Monday evening, thus opening the dancing season here. They claim they have engaged an excellent orchestra for the occasion and invite all to come and enjoy themselves.

Charles Lamsden injured his back last week when lifting boxes of flour. He is now recovering nicely.

The pictures will be shown every Friday and Saturday evening from 8 to 10.

Mr. and Mrs. J. C. Hutchison have returned from their vacation to the Pacific coast cities.

A few people in town state they felt the earthquake shock last week.

Quite a number of local hockey fans motored to Calgary Saturday to see the visiting New York team in action.

During the Xmas season complaints often come to hand from farmers who have shipped consignments of turkeys to firms in Vancouver in response to advertising and mail circulars, offering exceptional prices and other inducements. The ultimate result in many instances is that the farmer receives practically nothing. New firms arise and others have a change of name each year for this seasonable trade. As a protection of the farmer it is of importance that they look into this matter carefully before shipping.

COMING EVENTS

Nov. 8—St. Andrew's W.A. Shower Tea at the home of Mrs. T. H. Beach.

Nov. 9—Gleichen U.F.W.A. are holding a Bazaar, tea and home cooking in the dining room of the Gleichen Community Hall.

Nov. 15—Tombola and dance at Meadowbrook hall by the C.W.L.

Nov. 16—St. Andrew's W. A. Christmas Bazaar in Legion Hall. Fish pond for children.

Nov. 30—United Church W. A. annual Christmas Bazaar.

Possessing one of the finest collections in the world of colored pictures of scenes in the heart of the Rocky Mountains, T. H. Lonsdale, of Banff, recently exhibited them to the Women's Canadian Club at an illustrated lecture at the Vancouver Hotel. The pictures included scenes of mountains, valleys, lakes and birds, animal and flower life.

Evangeline Booth, 84-year-old commander-in-chief of the Salvation Army, told the "Story of the Army" to the Men and Women's Canadian Club at the Royal York Hotel, Toronto, today. "I was born in the Salvation Army," she said, "but it has never become a common thing to see it. It has always been a miracle. A capacity audience gave her an ovation."

Ken outdoor man, enthusiastic member and past president of the Trail Riders of the Canadian Rockies and a leading authority in the ranks of the Trail Riders, J. M. Wardle, chief engineer, National Parks of Canada, has been well-deserved promotion to the post of deputy minister of the Department of the Interior, Ottawa.

Premier Dwyer, of New Brunswick, was the chief speaker recently when the City of Saint John played host to a dinner in the Admiral Beatty Hotel to New Brunswick's guides at their twenty-fifth annual convention. Heavy fall guiding affected attendance, but a good membership under the chairmanship of William T. Griffin, of Antigonish, President of the Association, enjoyed a successful gathering.

Here and There

Our vanishing wildernesses have for some time elicited the curiosity of conservationists, but now science is beginning to take notice in behalf of some of the glaciers which are fast disappearing within a few decades. If scientific expeditions are successful in solid waters become the rule. Dr. Francis B. Matthes, of the United States Geological Survey, fears that within another 30 years Glacier National Park, Montana, may be minus its glaciers. Mount Rainier National Park, Washington, also has suffered from heat prostration. At no time within the memory of living persons has the recession of the ice rivers in these areas been so rapid as during the long protracted heat wave of 1934. During normal winters snowfall and frequently are used to replace to a large degree the melting snow of summer.

Third annual competition for the most beautiful autumn-tinted Maple Leaf is announced by the Canadian Government through the Canadian Travel Bureau at Ottawa in co-operation with the Canadian Pacific and Canadian National Railways. The prize list for the 1935 competition provides for a total of \$300, of which \$150 goes to the person sending in the most beautiful leaf; a second prize of \$10 and a third prize of \$5. In addition a prize of \$40 for the leaf with largest area, and for second largest \$10 will be awarded.

"Steel of Empire," the recently published work by John Murray Gilroy, while really the story of the Canadian Pacific Railway, and as much of other Canadian history that it will find a permanent place as one of the outstanding contributions to the record of the Dominion. Starting with the first known arrival on our shores, a Chinaman, Hui Hien, in British Columbia at the end of the fifth century, it sketches the growth of the Canadian Pacific, many centuries later, with a wealth of detail and detail, the author's long association with the railway having been of the utmost value.

Of interest to Boy Scouts. According to Rabbi Louis Mann of Chicago, it costs that city \$6 a year to maintain a Boy Scout, and \$5,000 to apprehend and confine a juvenile delinquent. These figures do not greatly differ.

KID MILLIONAIRE
ANN SOTHERN
with
ETHEL MERRMAN
and
GOLDWYN GIRLS

FRIDAY & SATURDAY
GLEICHEN COMMUNITY HALL

Leave Your
**WATCH, CLOCK
AND
JEWELLERY REPAIRS**
at
McKAY HARDWARE

P. B. DISCHER
GLEICHEN and VULCAN

GEO. W. EVANS

**Undertaker
And Embalmer**

MOTOR REPAIRS

Artificial wreaths always
on hand. Weather does not
affect these flowers in any
way

in Canada. Boy Scout resourcefulness takes many strange structures into satisfactory meeting places. An ancient, retired C. N. R. box car on a vacant lot, has made an ideal home, according to the boys of the 1st North Regina Troop. A fire place will make it the coziest place in town in the winter.

Kings of Living

A grand and high-stepping monarch was old Louis XIV—they still talk about him back in his old home town. Nothing was too good for Louis—in fact, the best wasn't quite good enough.

Yet his magnificent palace had neither gas nor electricity and there wasn't a tiled shower-bath in the place.

Today the average Canadian citizen enjoys conveniences and comforts exceeding Louis XIV's most extravagant dreams. And many things which we regard as absolute necessities would have seemed the most elegant luxuries to Louis.

Advertising has made possible this widespread distribution of the good things of life. Advertising has made possible large-scale production and large-scale selling, resulting in prices that take luxuries out of the "for-kings-only" class.

It is well worth your while to read the advertisements. They are largely responsible for the high standard of living enjoyed in this country today. And they are raising it daily, making us kings of comfort—kings for Louis to envy.

Read the advertisements—the help
you to enjoy life

For Your Printing Requirements Enquire Here

The Call will print any
of the following and many
other items, not men-
tioned, that are needed in
business today

Do You Need Any of the Following?

Picards, Bills, Tags, Books, Labels, Booklets,
Badges, Blotters, Circulars, Vouchers, Bill Heads
Hand Bills, Posters, Pamphlets, Price Lists,
Catalogues, Invitations, Note Heads, Statements,
Post Cards, Prize Lists, Milk Tickets, Programs,
Blank Notes, Score Cards, Menu Cards, Meal
Tickets, Order Blanks, Memo Heads, Filing Cards,
Window Cards, Visiting Cards, Bread Tickets,
Legal Forms, Letterheads, Business Cards, Ship-
ping Cards, Show Printing, At Home Cards,
Store Sale Bills, Raffle tickets, Envelopes, Dis-
play Posters, Loose Leaf Account Sheets, Etc.
—In fact anything in the line of printing—

The Call
Gleichen, Alta.